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ORDER

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Flight Dates 10/30/12-11/05/12

<u>Contract / Revision</u>	304899 /	<u>Issue</u>	American Crossroads TV 10	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>		<u>Product</u>		<u>Estimate #</u>	694
10/26/12	10/26/12	<u>Agency Com</u>	15%	<u>Alt Order #</u>	
		<u>Billing Contact</u>		<u>Billing Type</u>	Cash
<u>Advertiser</u>	American Crossroads	66 Canal Center Plaza - Suite 555		<u>Order Type</u>	GENERAL
		Alexandria, VA 22314-1576		<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Crossroads Media			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>		Sales Office	EWSDC	<u>Demographic</u>	A35+
66 Canal Center Plaza - Suite 555		Sales Region	NAT	<u>Rev Codes</u>	POL POL ISS
Alexandria, VA 22314-1576		Agency Ref		<u>Product Codes</u>	PL
				<u>Priority</u>	P-1
				<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBQC	%		
WCET	%		
WCVN	%		
WKON	%		
WKRC	%		
WLWT	%		
WPTO	%		
WSTR	%		
WXIX	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	60	\$57,205.00	\$67,300.00	0.00	10/29/12	11/05/12	60	\$57,205.00	\$67,300.00
Totals	60	\$57,205.00	\$67,300.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
1	WCPO	10/30/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	5	\$4,500.00
				Start Date	End Date	Weekdays									
		Week: 10/29/12	11/04/12	-TWTF--											
		Week: 11/05/12	11/11/12	M-----											
2	WCPO	10/30/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	5	\$4,500.00
				Start Date	End Date	Weekdays									
		Week: 10/29/12	11/04/12	-TWTF--											
		Week: 11/05/12	11/11/12	M-----											
3	WCPO	10/30/12	11/05/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	5	\$2,000.00



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Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:20:00

Advertiser American Crossroads

Product Issue. American Crossroad Estimate # 694

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
Live with Regis and Kelly																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-TWTF--			4	\$400.00			0.00						
Week:	11/05/12	11/11/12	M-----			1	\$400.00			0.00						
4	WCPO	10/30/12	11/05/12	M-F 530-6p News	CM	528-6p		:30	2	\$2,000.00	P-2	0.00	NM		5	\$10,000.00
M-F 530-6p News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-TWTF--			4	\$2,000.00			0.00						
Week:	11/05/12	11/11/12	M-----			1	\$2,000.00			0.00						
5	WCPO	10/30/12	11/05/12	M-F 7-730p	CM	M-F 7-730p		:30	2	\$900.00	P-1	0.00	NM		5	\$4,500.00
The List																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-TWTF--			4	\$900.00			0.00						
Week:	11/05/12	11/11/12	M-----			1	\$900.00			0.00						
6	WCPO	10/30/12	11/05/12	M-F 730-8p	CM	M-F 730-8p		:30	2	\$900.00	P-1	0.00	NM		5	\$4,500.00
Let's Ask America																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-TWTF--			4	\$900.00			0.00						
Week:	11/05/12	11/11/12	M-----			1	\$900.00			0.00						
7	WCPO	10/30/12	11/05/12	M-SU 11p Late News	CM	11-1135p		:30	3	\$1,500.00	P-2	0.00	NM		7	\$10,500.00
M-SU 11p Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-TWTF-S			6	\$1,500.00			0.00						
Week:	11/05/12	11/11/12	M-----			1	\$1,500.00			0.00						
8	WCPO	10/30/12	11/05/12	M-F 1135p-1202a Night!	CM	1135p-1202a		:30	4	\$1,500.00	P-2	0.00	NM		5	\$7,500.00
M-F 1135p-1202a Night!																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-TWTF--			4	\$1,500.00			0.00						
Week:	11/05/12	11/11/12	M-----			1	\$1,500.00			0.00						
9	WCPO	11/03/12	11/03/12	SA GMTS 8-9a	CM	8-9a		:30	1	\$450.00	P-2	0.00	NM		1	\$450.00
SA GMTS 8-9a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-----S-			1	\$450.00			0.00						
10	WCPO	11/04/12	11/04/12	SU 5-6am	CM	5-6a		:30	1	\$150.00	P-2	0.00	NM		1	\$150.00
SU 5-6am																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-----S			1	\$150.00			0.00						
11	WCPO	10/30/12	11/05/12	M-F 11a-12p	CM	11a-12p		:30	4	\$600.00	P-2	0.00	NM		5	\$3,000.00
M-F 11a-12p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-TWTF--			4	\$600.00			0.00						
Week:	11/05/12	11/11/12	M-----			1	\$600.00			0.00						
12	WCPO	10/30/12	11/05/12	M-F 12-1p News	CM	12-1p		:30	4	\$750.00	P-2	0.00	NM		5	\$3,750.00
M-F 12-1p News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-TWTF--			4	\$750.00			0.00						
Week:	11/05/12	11/11/12	M-----			1	\$750.00			0.00						
E 13	WCPO	11/03/12	11/03/12	SA 7-730p	CM	658-730p		:30	2	\$750.00	P-1	0.00	NM		2	\$1,500.00
SA7-730P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	-----S-			2	\$750.00			0.00						
14	WCPO	11/03/12	11/03/12		CM	258-7p		:30	1	\$4,500.00	P-2	0.00	NM		1	\$4,500.00



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